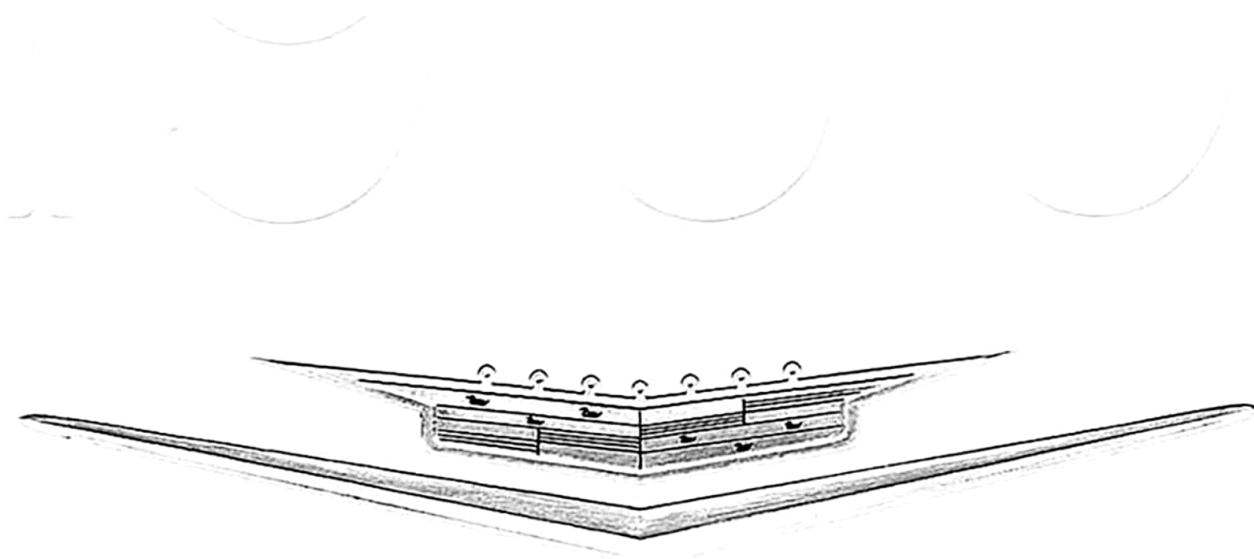
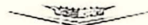




THE CADILLAC MOTOR CAR
ENTERING ITS FIFTY-EIGHTH YEAR
AS THE STANDARD OF THE WORLD



Since the first Cadillac car made its appearance—
fifty-eight years ago—it has been conceived and created to a
single objective: to make it as fine a motor car as it is possible to produce.

So faithfully has Cadillac abided by this creed that the car has
become an international synonym for integrity of product...
the most eloquent spokesman in all the realm of possessions.

Cadillac, for example, introduced the first closed body—and thus
made the motor car a year-round utility rather than a seasonal diversion.

Cadillac introduced the self-starter—and thus made the motor
car a means of transportation for the entire family.

Cadillac introduced the first V-type engine in America—and thus
pioneered today's efficient, high-compression power plants.

The list is virtually endless, for there are scores of Cadillac
achievements in every field of motor car creation. Be it design...
or engineering...or craftsmanship, you will always find Cadillac in
the forefront...always confirming the title bestowed upon it by
millions of the world's motorists—always the Standard of the World.

THE STANDARD OF THE WORLD FOR NINETEEN HUNDRED AND SIXTY



The motor car that will represent Cadillac on the highways of the world during the year of 1960, advances the Cadillac tradition of excellence to an extraordinary degree.

The car is now more inspiring to behold... more rewarding to ride in... more exciting to drive... and more wonderful to own than at any previous moment in Cadillac history.

A classic new profile... a restrained use of adornment... and a grille of such elegance that it might have been crafted by a master jeweler—these mark the 1960 Standard of the World as a dramatic step forward in contemporary motor car design.

New dignity... refinement... and craftsmanship are immediately evident throughout the spacious interior. Luxurious new fabrics and beautiful new leathers are brilliantly accented by skillfully wrought controls and appointments. Most certainly, this is the 1960 Standard of the World in elegance of styling.

But, of course, only with the wheel in hand can you fully appreciate the remarkable ease of handling and performance qualities that make the newest of Cadillacs—the *Standard of the World*.

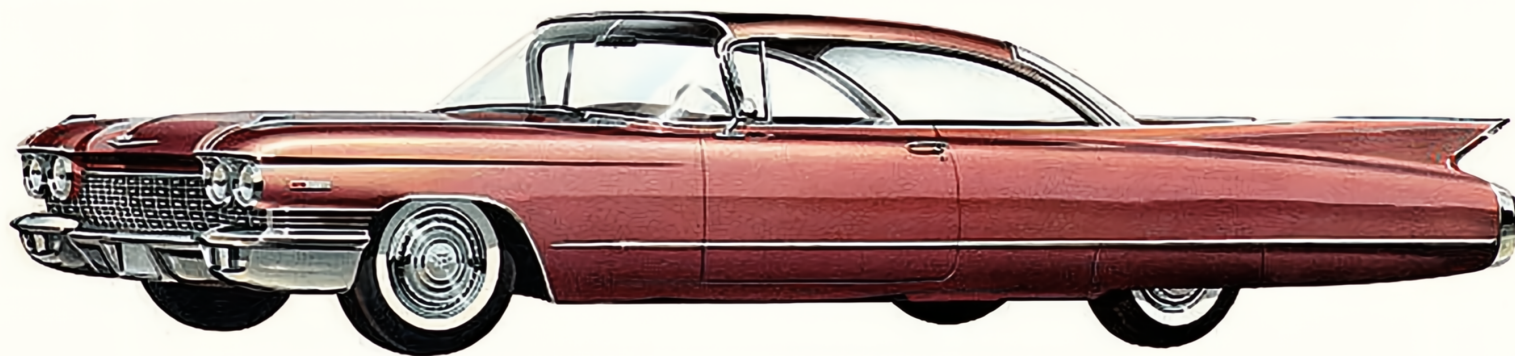
Inspect and drive your favorite 1960 Cadillac at your first convenience to discover a new era of motoring elegance.

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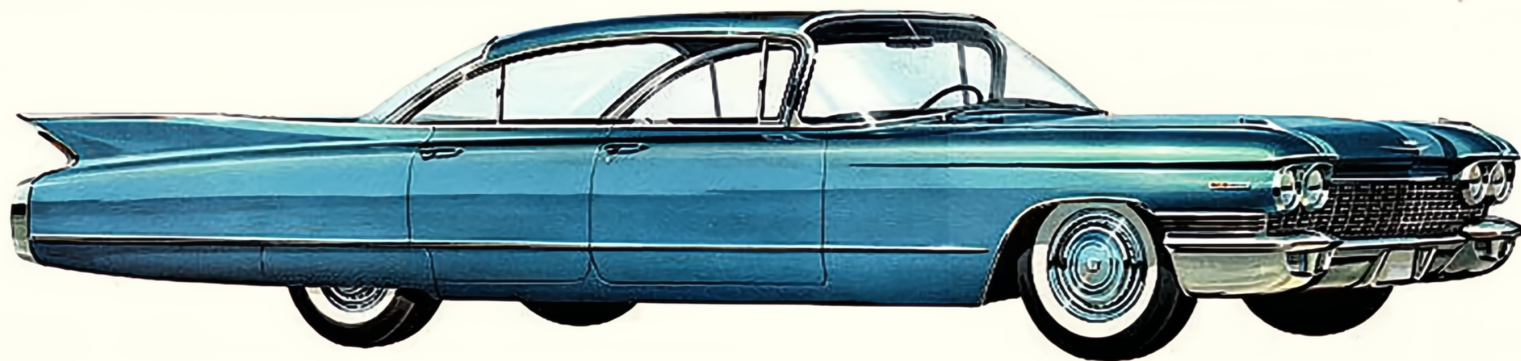
SIXTY-TWO COUPE



The Sixty-Two Coupe provides an eloquent introduction to the wonders of Cadillac ownership for 1960. For while it is the most economical of all Cadillac models, its brilliant new styling and its beautiful appointments and equipment are luxurious and complete in every regard. Interiors of the Sixty-Two Coupe are tailored in fawn, blue or gray Cortina cord, and also in turquoise, green, Persian sand or black Caspian cloth. All have tailored Florentine grain vinyl bolsters in complementary colors.

SIXTY-TWO SEDAN

SIX WINDOW



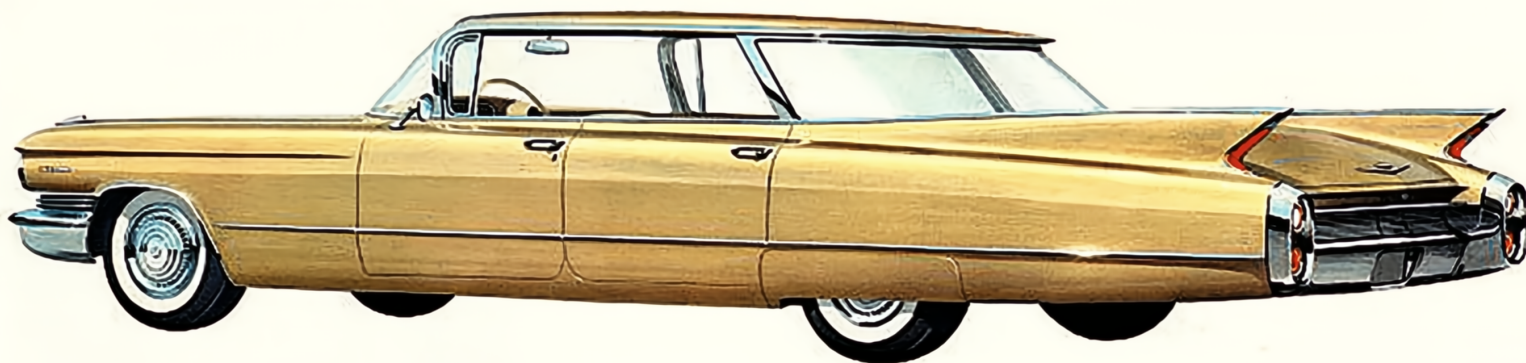
The Sixty-Two Sedan for 1960 reveals the full scope of Cadillac's styling artistry. A narrow chrome crown outlines and accents the completely new fender designs, while a single strip of chrome along the full side of the car further emphasizes the majesty of its silhouette. For an exclusive custom touch, the wheel covers incorporate alternating concentric rings of bright chrome and black or white enamel or brushed chrome. Sedan interior upholstery and trim choices are identical with those in the Coupe.





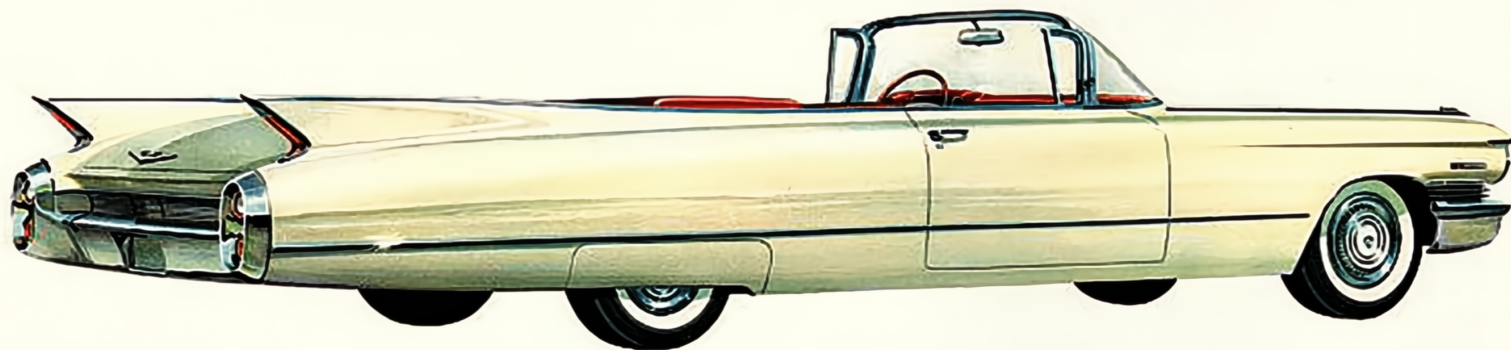
SIXTY-TWO SEDAN

FOUR WINDOW



Dramatically new in beauty and in bearing, this version of the Sixty-Two Sedan features a single rear window that curves completely around the rear quarter panels of the car, and a sweeping roof line that extends beyond the rear window. As on all 1960 creations, the back-up lights as well as the taillights, stop lights and turn signal lights are protectively enclosed in a vertical oval housing of chrome. The red lens mounted flush in each rear fender fin also operates during stops and turns.

SIXTY-TWO CONVERTIBLE

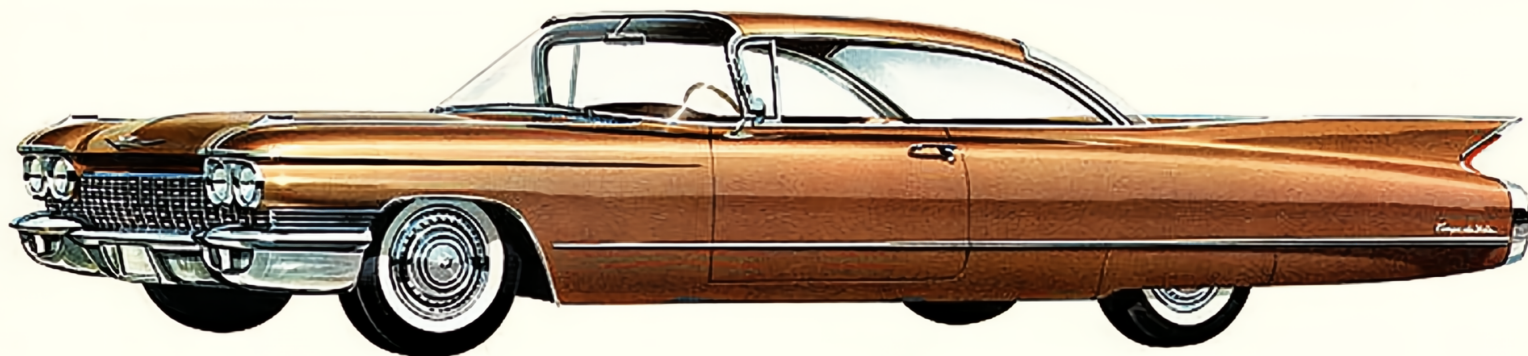


The dramatic elegance and majesty of Cadillac's new design are eloquently portrayed in this view of the Sixty-Two Convertible for 1960. A beautiful, horizontal cove molding forms a subtle transition from bumper to body . . . unites the two oval light assemblies . . . and lowers the center of eye interest. Interiors are masterfully crafted of Florentine leathers in solid tones of silver, blue, green, saddle, red, black and in combinations of black with white or red and white Florentine leather.





COUPE DE VILLE

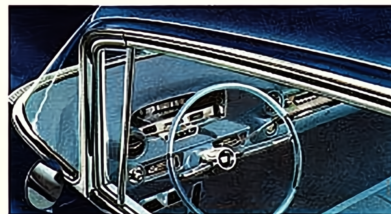


The Coupe de Ville is a superb example of the craftsmanship and attention to detail that you will find in all 1960 Cadillacs. For instance, alternate bars in the sparkling new grille are beveled to reflect a contrasting pattern. And, a small amber light in the front fender crown ornament serves as a turn signal indicator for the driver. Both of these features are typical of Cadillac's unique devotion to excellence of product. Inside the car, you will discover luxury and elegance almost beyond belief.

FLEETWOOD SIXTY SPECIAL SEDAN

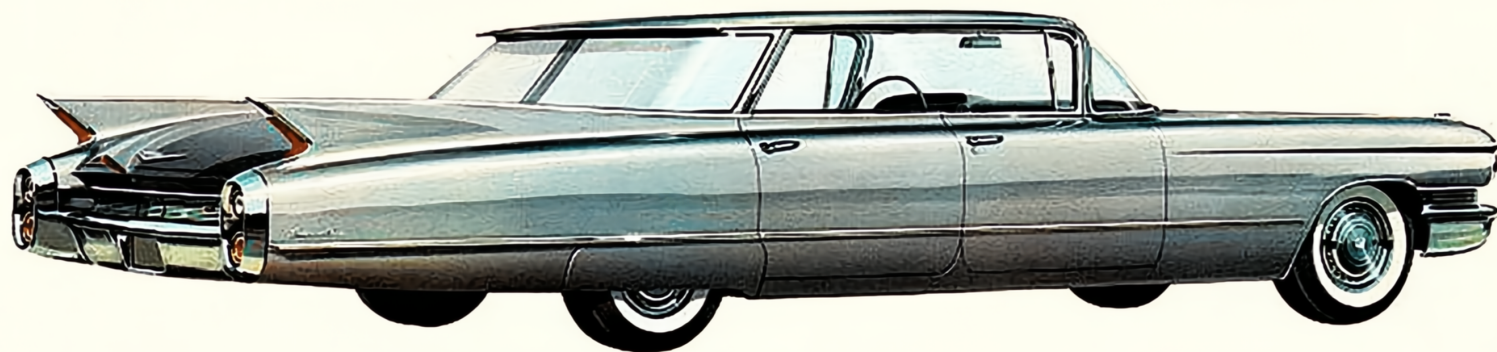


From the dark red cloisonne crest on the front fender to the nine louvers accented in chrome on the rear quarter panels, the Fleetwood Sixty Special will be recognized as a motor car of custom design and coachwork. The Fleetwood is further distinguished by its handfitted, weather-resistant fabric roof cover in perfectly matched body tones. Ten elegant interior choices include: turquoise, gray or Persian sand Clarion cloth with matching Florentine leather bolsters . . . Locarno blue, green or fawn Cardinal cloth with matching bolsters . . . black Cardinal cloth with white Florentine leather bolsters . . . gray, Locarno blue or sage tan wool broadcloth.



SEDAN DE VILLE

FOUR WINDOW



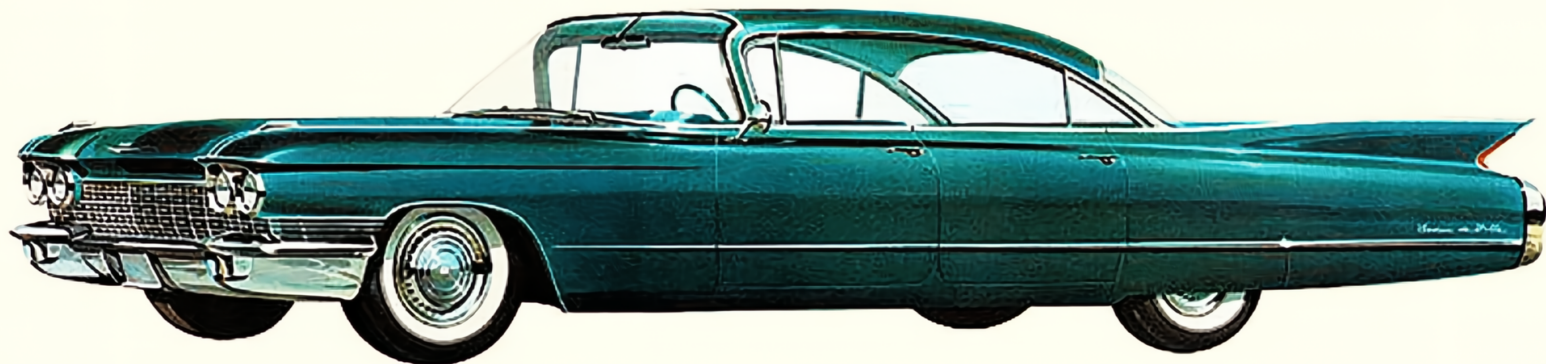
This study of the four-window Sedan de Ville reveals how the lower rear quarter fins achieve the effect of a single flowing line through the entire length of the car. Notice, too, how the taillights, recessed in the trailing edge of the fins, enhance the over-all custom appearance of these brilliant 1960 motor car creations. Among the many elegant interiors in the de Ville models are: fawn, green, gray and Persian sand Chadwick cloths beautifully tailored and crafted with matching Florentine leather bolsters.





SEDAN DE VILLE

SIX WINDOW



The beauty and luxury of the 1960 Cadillac cars achieve perfection in this Sedan de Ville. It is equipped—as are all de Ville creations—with electric seat and window controls . . . front and rear center armrests . . . and a full complement of power equipment. Additional de Ville interiors include turquoise-black Cambray cloth with medium turquoise Florentine leather . . . silver-black Cambray with white Florentine leather . . . and blue-black Cambray combined with blue Florentine leather.

ELDORADO BIARRITZ

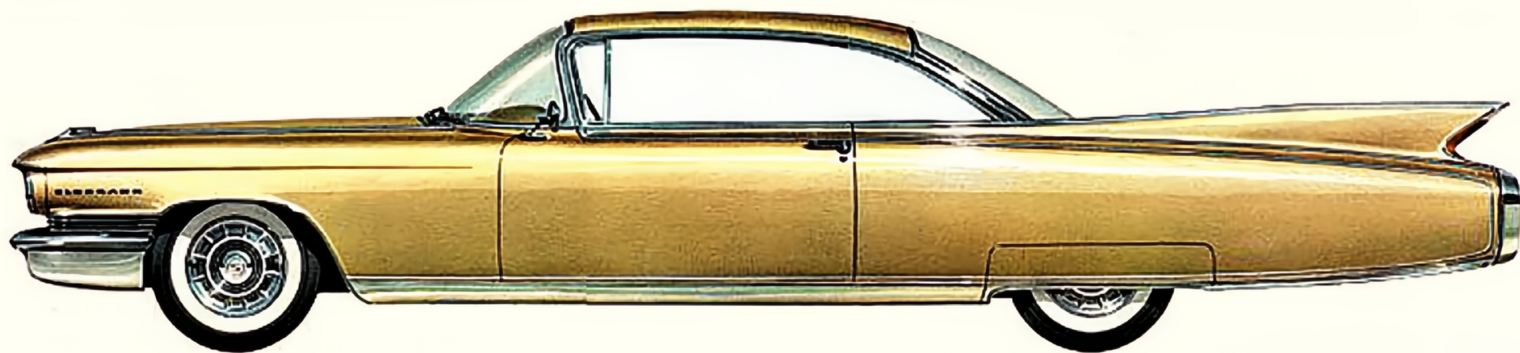


The Eldorado Biarritz for 1960 is distinguished by a handcrafted dual-bead molding that arches gracefully along the length of the car . . . by the smartly styled Eldorado identification placed on the front fender and rear deck . . . and by a decorative rear cove molding similar in design to the front grille. Interiors are tailored in Cardiff leather in tones of white, silver metallic, Locarno blue, beige, black, Dundee green or red. All of the selections have matching Florentine leather bolsters and trim.





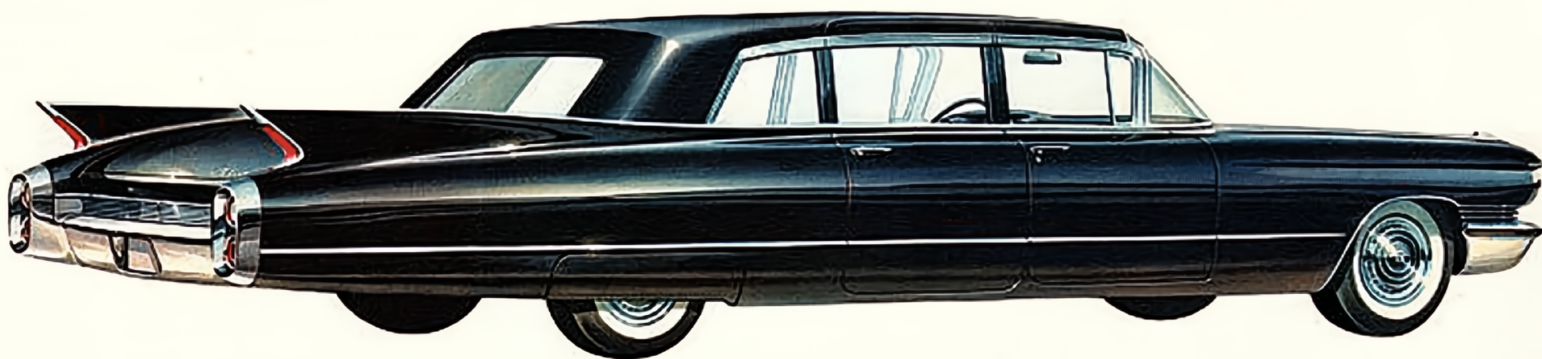
ELDORADO SEVILLE



In this view of the Eldorado Seville, the special deep-fluted wheel discs, the textured, vinyl fabric top covering, and the classic simplicity of the slim chrome side molding all emphasize the custom nature of this unique motor car. The Eldorado models are available in fifteen standard and five exclusive colors. You may choose an interior of Cardinal cloth and Florentine leather in shades of Siena rose, Locarno blue, Dundee green and leather, in beige metallic Cardiff leather with beige Florentine leather bolsters or in red or white Cardiff leather with white Florentine leather.

FLEETWOOD SEVENTY-FIVE

SEDAN & LIMOUSINE

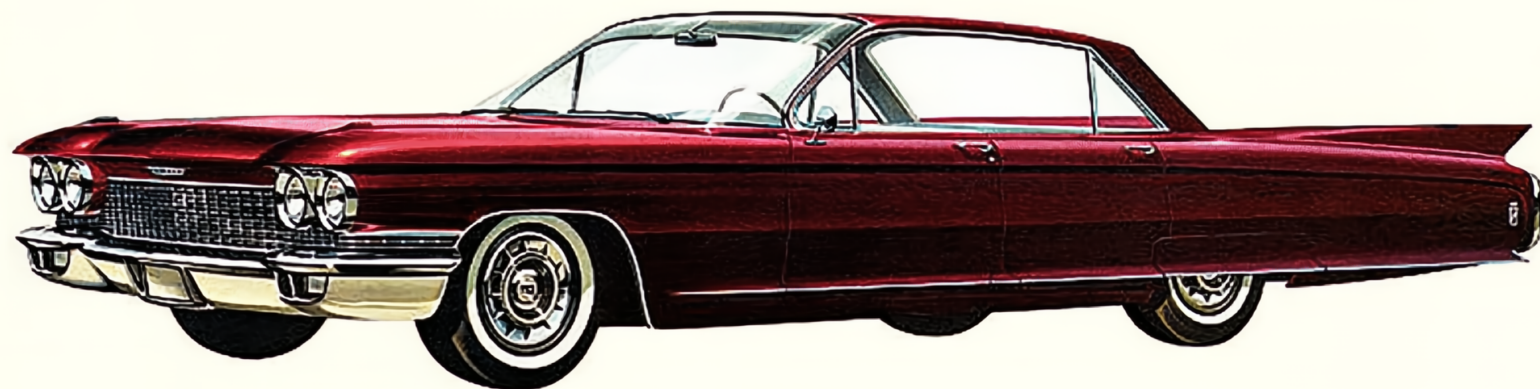


The Fleetwood Seventy-Five for 1960 is perhaps the most distinguished presentation of Cadillac's new styling and craftsmanship. Together with its host of custom appointments, it is a rare combination of dignity and luxury . . . authority and practicality. Passenger compartments are executed in light gray Bedford cord and wool broadcloth or in light gray wool broadcloth; fawn Bedford cord and fawn wool broadcloth or in fawn wool broadcloth; dark gray Bedford cord with dark gray wool broadcloth. The chauffeur's compartment of the Limousine is trimmed in gray, fawn or black Florentine leather.





ELDORADO BROUGHAM



Here, beyond conjecture, is the finest expression of the new era of automotive elegance created this year by Cadillac. Its individual styling and its dramatic and exclusive range of colors mark the Eldorado Brougham as a motor car that stands out—even among Cadillacs. Let it appear on any motoring scene and it will be immediately recognized as an achievement unparalleled in motoring history. The interiors are, of course, fashioned in the world's choicest leathers and fabrics. Consult with your Authorized Cadillac Dealer for details of this custom motor car.

ENGINE AND CHASSIS

Cadillac offers two highly refined engines for 1960. There is the exceptionally economical four-barrel carburetor design, and the brilliantly responsive three dual-barrel carburetor engine standard on all Eldorado models. Both are superb examples of Cadillac's unequalled length of experience with V-type engines. The new chassis features advanced power braking and steering for motoring safety and comfort that will provide a constant source of satisfaction and pleasure.



STANDARD POWER EQUIPMENT ON ALL MODELS

CADILLAC POWER STEERING makes parking . . . maneuvering in traffic . . . and highway travel as easy and effortless as pleasure.

CADILLAC POWER BRAKES enable the driver to bring the car to a quick, safe stop with gentle pressure from either foot.

CADILLAC HYDRA-MATIC DRIVE provides eager, smooth response as it automatically shifts gears for the driver.

ACCESSORIES

CADILLAC AIR SUSPENSION provides riding quality that is unobtainable with conventional springs. Pioneered by Cadillac, this newest and most outstanding advancement in passenger car riding comfort also levels the car to normal height under a minimum or maximum complement of passengers and luggage.*

CADILLAC CRUISE CONTROL permits the driver to maintain a constant speed of travel automatically . . . reduces fatigue and is also an aid to increased fuel economy.**

POWER WINDOWS AND SEATS (available on all models) are convenience items you will want to have on your favorite Cadillac. They are standard at no extra cost on most body styles.

THE CADILLAC GUIDE-MATIC power headlamp control dims all four headlights of your car as other cars approach. Then, the inner headlights blink off as a second reminder to the oncoming driver to dim his own headlights in return. This automatic headlamp beam control is an additional aid to safe, nighttime motoring.**

POWER DOOR LOCKS permit the driver and front seat passenger to lock and unlock all doors automatically at the touch of a switch.*

CADILLAC AIR CONDITIONING lets you ride in the cool comfort you enjoy in your air-conditioned office or home. It also dehumidifies and removes dust, pollen and smoke.**

E-Z-EYE GLASS reduces eyestrain by eliminating annoying glare. It filters out radiant heat, helping to keep the car interior cool.*

THE CADILLAC RADIO produces rich, full tones and long-range reception unique in a motor car radio. Tuning is automatic at a finger touch. The two-speaker system is supplied at no extra cost. Antenna is electrically operated.*

CADILLAC HEATING SYSTEM is unusually efficient and simple to operate. It provides warm air in both front and rear compartments, as well as heated air to the windshield for defrosting.*

CADILLAC FOG LAMPS provide illumination close to the surface of the road. They contribute greatly to safer driving in adverse weather.*

*Standard on the Eldorado, Seville, Biarritz and Brougham.

**Standard on the Eldorado Brougham.

SPECIFICATIONS

ENGINE: Eight-cylinder, overhead, 90° V-type, bore 4.0"; stroke 3.875"; displacement 350 cu. in. Engine mounted in rubber at three points. Compression ratio 10.5 to 1. Three, dual-barrel carburetor engine on Eldorado, Biarritz, Seville and Brougham, available at extra cost on other models.

PISTONS: Aluminum alloy, slipper type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander, top compression ring chrome-plated to minimize wear on cylinder walls. Reversed contour in piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; dry-pump type air cleaner; intake silencer; automatic choke. Three dual-barrel carburetors provided on the Eldorado engine.

LUBRICATION: Full-pressure, Full-Flow oil filter standard.

ELECTRICAL SYSTEM: 12-volt.

GASOLINE TANK CAPACITY: 21 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Lo Range and Reverse.

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Ratio is 2.94 with an optional 3.21 axle. A 3.21 axle is provided on air-conditioned models and with the 345-h.p. engine. On Series 75 models, ratio is 3.30 with 3.77 optional.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil type springs.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type.

AIR SUSPENSION* (optional at extra cost): Individual air springs at each wheel automatically adjust to maintain car height for best quality ride, uniform steering response and best appearance. Manual height control provided.

BRAKES: Cadillac Power Brakes with self-adjusting shoes, lined rear drums. Effective brake lining area, 210.32 sq. in., 233.72 sq. in. on Series 75 models.

PARKING BRAKE: Automatically releases with engine running and car in gear. Can also be used as auxiliary service brake.

STEERING: Cadillac Power Steering standard equipment with over-all steering ratio of 18.9 to 1.

FRAME: Cadillac tubular-center X frame permits lower body for improved appearance and greater stability.

TIRES: Low-pressure, 4 ply, tubeless. Size 8.00 x 15 (Series 75, 6 ply, size 8.20 x 15). White sidewall tires*, size 9.50 x 15, optional at extra cost.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

TREAD: Front and rear, 61".

WHEELBASE: 130" except Series 75, 149.75".

OVER-ALL LENGTH: 225" except Series 75, 244.8".

*Standard on Eldorado models.
Consult your Cadillac Dealer for the full specifications of the Eldorado Brougham.

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GENERAL MOTORS CORPORATION**
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FASHIONS DESIGNED BY BILL KLASZ FOR MAURICE RENTHER OF BENDEL'S

1960

